

REMARKS

Applicants appreciate the time taken and efforts made by Examiners Morgan and Thomas during the interview of June 9, 2004 and in reviewing the Amendment filed September 22, 2003.

Claims 2-7, 9-13, 25-29, 33-46, 64-65, 73, 77, and 79-88 are pending. Claims 30-32 have been cancelled. Claims 79-90 have been added.

1. Claim 77 was objected to as depending on a canceled claim. Claim 77 has been amended to depend from pending claim 64. This amendment is not made in response to material prior art and, thus, is not a narrowing amendment.

2. Claims, 2-5, 7, 9-10, 25-44, 64-65, 73, and 77 were rejected under 35 USC 103(a) over Angles et al. and Coli in view of Mayaud. Applicants respectfully traverse this rejection

Claim 2 is directed to a computer system for displaying targeted healthcare advertisements to a computer user. The system transmits a pharmaceutical advertisement to a device for display and, in response to the computer user selecting the displayed pharmaceutical advertisement, a prescription form is automatically populated. This aspect of the system is disclosed on page 57 of the specification.

The Office Action cites Angles and Coli for disclosure of the advertising selecting computer, the device, and the database. The Office Action correctly states that Angles and Coli fail to teach initiating a prescription. In deed, neither Angles nor Coli mention prescriptions, describe the act of ordering a drug or pharmaceutical, or describe any process synonymous with or relating to initiating a prescription.

The Office Action attempts to overcome the deficiencies of Angles and Coli with Mayaud. Mayaud discloses an electronic prescription creation system. Foremost, applicants submit that the references would not have been combined as asserted in the Office Action. The primary reference to Angles is related to computer systems and advertising in general. The reference has no nexus or reasonable relationship to the healthcare industry. Coli lacks any reference or description of a healthcare prescription fulfillment system. The Office Action's

reliance on Mayaud for disclosure of a healthcare prescription fulfillment system can only come from applicants' own disclosure.

Further, the references of record, even in view of Mayaud, fail to teach or remotely suggest automatically populating a prescription form in response to selection of an advertisement, as recited in claim 2. This feature is particularly important to claim 2, and underscores the integration of a computer system in the context of targeted healthcare prescription order fulfillment. More specifically automatically populating enables streamlined integration of targeted healthcare advertising and the order intake process for prescriptions. Automatic population of a prescription form in response to selection of a pharmaceutical advertisement, let alone the marked advantages of such a system, are nowhere remotely suggested by the prior art.

In addition, the cited references fail to teach or remotely suggest other features of the claims. For example, in relation to Claim 9, the Office Action attempts to use Coli to define parameters of a prescription. In the cite section of Coli, selection of an advertisement is described. Neither this section nor any other section of Coli discloses a prescription, initializing a prescription, populating a prescription form or any other synonym of a prescription process. Therefore, it is unreasonable to look to Coli to define parameters of a prescription or, more specifically, initializing parameters of a prescription.

For at least the foregoing reasons, Applicants submit that the presently presented claims would not have been obvious over Angles and Coli in view of Mayaud. Accordingly, Applicants respectfully request reconsideration and withdrawal of the section 103 rejection.

3. Claims 6, 11-13, 45-46 were rejected under 35 USC 103(a) over Angles et al., Coli et al. and Mayaud in view of Official Notice. Applicants respectfully request reconsideration and withdrawal of this section 103 rejection for the reasons advanced above.

4. Applicants have submitted new claims 79-90. Support for claims 79-88 may be found in the specification on page 57 and, as such, the claims do not introduce new matter. Support for claims 89 and 90 may be found on pages 15, 38 and 48 of the specification and, as such, the claims do not introduce new matter.

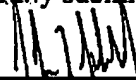
5. Claims 4, 5, 6, 7, 11, 12, 22, 26, 27, 29, 37, 38, 39, 40, 41, 42, 43, 44, and 77 are amended to correct antecedent and grammatical informalities. As such, these amendments are non-narrowing amendments.

6. Please note that Applicants have not received form PTO-948 or any indication that the drawings have been reviewed by the Draftsman.

Applicant(s) respectfully submit that the present application is now in condition for allowance. Accordingly, the Examiner is requested to issue a Notice of Allowance for all pending claims. If, for any reason, the Office is unable to allow the Application on the next Office Action, and believes a telephone interview would be helpful, the Examiner is respectfully requested to contact the undersigned attorney or agent.

The Commissioner is hereby authorized to charge any fees that may be required, or credit any overpayment, to Deposit Account Number 50-2469.

Respectfully submitted,



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6.29.04

Date